

# ResearchWorks Helps Life Science and Healthcare Companies Market the Right Way



*1888 PressRelease - Strategic Consulting Firm Works with Companies in the Health Industry to Conquer Obstacles, Gain Confidence and Achieve Success in the Marketplace.*

SAN DIEGO, - ResearchWorks, a San Diego-based strategic consulting firm specializing in the healthcare industry, conducts custom research, develops solid strategy and creates persuasive marketing for clients who want to drive results and growth. The firm led by Dr. Moshe Engelberg counts amongst its clients Philips Healthcare, Thermo Fisher, AARP, and Kaiser Permanente.

"At ResearchWorks, our team excels at solving marketing challenges by applying our own brand of custom research that helps clients see things in a different light," said Dr. Engelberg, CEO, ResearchWorks. "If your business requires that you continually bring new products to market, we can help you to do this with less risk and better outcomes. We challenge some fundamental assumptions about the relentless cycle of new product development to inspire fresh thinking."

Using a proven, research-driven "Customer First" approach, ResearchWorks has cross-sector expertise with private companies, governmental agencies and nonprofits, along with a deep understanding of specialty markets, including public health, healthcare and life sciences.

With nearly 25 years experience, ResearchWorks has built a reputation for successful product launches and is so confident in their proven processes that they not only guarantee success for every project, but are also willing to back that claim up with an unheard-of money back guarantee.

Although each project has unique goals and deliverables, the results are very tangible. For example, based on the positioning strategy and creative concepts that ResearchWorks developed, a global medical device company's new product launch increased lead generation by 52 percent while securing press coverage at over 1,000 global news sites and even helped generate excitement among prospects at their engagement booths.

Dr. Engelberg holds a Ph.D. in Communication with an emphasis in health and marketing from Stanford University, a M.P.H. from San Diego State University, and a Master's in Counseling Psychology. He is a frequent speaker at industry events nationwide.

To learn more about ResearchWorks, visit [www.ResearchWorks.com](http://www.ResearchWorks.com).

About ResearchWorks - ResearchWorks is a strategic consulting firm with deep roots in custom research. For over 20 years, ResearchWorks has been helping companies in the business of health to conquer obstacles, gain confidence and achieve success in the marketplace. The firm conducts custom research, develops grounded strategies and creates persuasive messaging to help companies avoid mistakes, know

what to do and why, and get products and marketing right - the first time.

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